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#### **ZUR UMGEHENDEN VERÖFFENTLICHUNG**

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### **Data Mining-Spezialist Viscovery expandiert in die Life Sciences**

**VIENNA, Austria** — (17 May 2011) — Der Data Mining-Spezialist Viscovery konnte sich im Jahr 2010 sehr erfolgreich im Bereich Life Sciences positionieren und Synergieeffekte mit der Muttergesellschaft Biomax Informatics AG erzielen. Gemeinsam wurden Projekte in der Nahrungsmittelindustrie sowie in der pharmazeutischen und medizinischen Forschung realisiert. Das Viscovery Data Mining mit SOMs (Self-Organizing Maps) hilft hier der medizinischen Forschung, mögliche Kandidaten für Biomarker aufzufinden, indem man klinische und genetische Daten kombiniert untersucht und clustert.

Die Teilnahme von Viscovery als Partner im internationalen Forschungsprojekt Cancermotisys zur Erforschung der spezifischen Wirksamkeit von Medikamenten gegen Magenkrebs ([www.cancermotisys.eu](http://www.cancermotisys.eu)) geht bereits ins dritte Jahr. Dabei untersucht Viscovery u.a. den Zusammenhang zwischen der Motilität von Krebszellen und genetischen Expressionsdaten.

#### **About Viscovery Software GmbH**

Viscovery Software GmbH, one of the first data mining companies in Europe, is a leading vendor of predictive analytics. The Viscovery Suite offers unique, patented technology for explorative analysis and statistical modeling of complex data. The Viscovery team provides comprehensive expertise and years of experience leading projects in customer analytics, customer segmentation and scoring, as well as text mining applications, gene-expression data analysis and industrial process optimization. Online demos for several applications, including a classification of music style preferences ([www.viscovery.net/demos/music-styles](http://www.viscovery.net/demos/music-styles)), are available at the company website.

The intuitive Viscovery interface allows users without previous knowledge in statistics to create visual cluster analysis, customer profiles and segmentations, and interactively assign operational actions to defined groups. The Viscovery project environment supports the data-mining process with clear workflow structure and inline documentation that records all steps of the analysis. All workflows are provided with preset defaults and can be modified and used subsequently as templates. High-performance Viscovery models are easily integrated in real time and can be generated and updated automatically.

Viscovery software has been used successfully by numerous customers worldwide in the fields of banking, insurance, telecommunication, industry, media and retail, as well as at research organizations and universities. Viscovery is the only continental European data-mining provider listed in Gartner's last "Magic

Quadrant for Customer Data-Mining Applications." Since September 2007, Viscovery has been a company in the Biomax Group. More information about Viscovery is available at [www.viscovery.net](http://www.viscovery.net).

### **About Biomax**

Biomax Informatics AG (Planegg, Germany), founded in 1997, is a leader in the development of customized bioinformatics solutions. Biomax developed the well-known Pedant-Pro™ Sequence Analysis Suite, the BioRS™ Integration and Retrieval System, the BioXM™ Knowledge Management Environment and other computational solutions for better decision making and knowledge management in the life science industry. In 2007 Biomax acquired the Viscovery® data mining business from eudaptics gmbh to complement the BioXM system with tools to identify and validate diagnostic biomarkers. More information about Biomax is available at [www.biomax.com](http://www.biomax.com).

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